

CALL TO ORDER

The December 12, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:15 P.M. In attendance were John Clark, Lil Patrick, Carrie Lewis and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant, Dean Sawyer, Councilor. Visitors included, Kari Petersen, Bre Kerkvliet, and Patrick Alexander.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the October 17, 2013, meeting;
- B. Review of Account, October & November 2013

MOTION was made by Clark, seconded by Patrick, to approve the consent calendar. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Oregon Coast Today, Patrick Alexander made a presentation. Repeat of previous proposal. Two size choices half page or third page in color or black and white. ½ page is \$230 B & W and \$280 color. 1/3 page \$136 B & W and \$161 color all of these are per week. For an additional \$25 per week Newport can be included on the Flyerboard, their on line digital bulletin board.

CBS Outdoor presented information on a billboard available in Northwest Non-Metro area of Portland. Billboard faces East on South HWY 26 about .4 miles of Hwy 217 junction. Billboard becomes available February 20, 2014. With an annual agreement it costs \$6,500 for 4 weeks and \$1,000 production costs without annual agreement it is \$7,000 per 4 weeks and \$2,000 production costs.

Bre Kerkvliet made a presentation on Corvallis Knights. They present 3 rate packages. Single Package-Pocket Schedule Advert & Half-page Program Advert \$1,445; Double-Pocket Schedule Advert, Half-page Program Advert & In-stadium Signage \$2,295; Triple-Pocket Schedule Advert, Half-page Program Advert, In-stadium Signage & Game Sponsor \$3,195; Home Run-In-stadium Signage, Game Sponsor, First Pitch, 50 GA Tickets, ½ page Game Program Ad, PAA at Every home Game & Radio Billboard \$4,995. 32 home games per season. The team is made up of college eligible players.

Pelican Productions Inc., Kari Petersen made a presentation regarding Coast Explorer. Coast Explorer is a printed and online magazine. 1/3 page ad is \$2,811 per year. This price includes the Showcase Web package. They will provide a 10% discount due to the fact that DNC is nonprofit, so the price will be \$2529.90 per year.

Visitor's Choice proposal was reviewed. Full page rate for soft cover Central Coast is \$4,000. It comes out in March 2014. The Central Oregon (Bend) rate is \$4,000 full page and it comes out in April 2014. Total rate for 2 book buy is \$7,200.

Media America proposal was reviewed. Scenic Byways Guide page 4 for \$3,200

MOTION was made by Lewis, seconded by Clark, to approve a page ad with Media America in Scenic Byways Guide for \$3,200. The motion carried unanimously in a voice vote.

OTHER

OnDisplay New Wall vinyl for 2014 was discussed it would cost approximately an \$2,567.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

The committee decided to pass at this time on the following proposals: CBS Outdoor Non-Metro locations and Eugene Magazine

MOTION was made by Clark, seconded by Patrick, to approve Visitor's Choice full page Hard Copy in Central Oregon and soft cover in Central Coast for \$7,200. The motion carried unanimously in a voice vote.

Committee is interested in Corvallis Knights, Davis will contact the Knights to discuss a packet that fits with what the committee would like to do.

MOTION was made by Clark, seconded by Patrick, to approve 1/3 page ad in Coast Explorer for \$2529.90 for the year. The motion carried unanimously in a voice vote.

MOTION was made by Clark, seconded by Lewis, to approve ½ full color Ad for 26 weeks in Oregon Coast Today Magazine for \$7280. The motion carried unanimously in a voice vote.

MOTION was made by Lewis, seconded by Patrick, to approve having a new wall vinyl for 2014 in Portland for \$2,567. The motion carried unanimously in a voice vote.

Next meeting will be January 16, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:32 P.M.